



om technology ltd finds a solid partner in interxion

<i>Company Name:</i>	<i>OM Technology Ltd</i>
<i>Industry:</i>	<i>Transaction technology</i>
<i>Company Background:</i>	<i>OM Technology is the world's leading provider of transaction technology, offering integrated and cost-efficient IT solutions to markets around the world. OM Technology has become the partner of choice and leading provider of exchange technology to 26 international exchanges and clearinghouses. OM Technology owns and operates exchanges in London, Stockholm and Calgary (Canada).</i>
<i>Location:</i>	<i>Headquartered in Sweden, with over 1,500 employees and offices in 11 countries worldwide.</i>
<i>Claim to fame:</i>	<i>The world's first privately owned derivatives exchange.</i>
<i>Interxion services:</i>	<i>Equipment housing, co-location</i>

When Stockholm-based OM Technology decided to expand its London operations it needed to be up and running quickly in order to capture the growing market for exchange technology. Time to market was a key consideration, and Interxion was able to step in with the right solutions to help OM Technology reduce its time to market and gain a competitive edge. As OM Technology's Phil Walker said, "This is where our relationship with Interxion was crucial. They were able to get us up and running in a way that other companies were not."

Ready to roll

Interxion had all the facilities in place, while other companies were just beginning to offer these services. This first-mover advantage proved to be an advantage for OM Technology as well. In addition, OM Technology was impressed with the ready-made community of telecommunications companies that Interxion offered. As a carrier-neutral network of Internet Exchange Centers, Interxion does not face the same limitations that other service providers face. "Interxion's relationships with the telcos meant that the buildings were already occupied by all the major telcos, so that we were able to take advantage of a good chunk of

that capacity immediately," commented Walker. "This is a distinct advantage for Interxion over its competitors. If a customer is looking for an alternative telecoms company, invariably, Interxion is able to provide the right connections."

Flexibility key to success

While speed to market was initially the key selling point for Interxion, OM Technology was equally impressed with its ability and willingness to adapt its services to OM Technology's unique needs. This flexibility characterizes all of Interxion's client interactions. Each company's requirements are different and Interxion leaves no stone unturned to ensure that the customer's needs are met and their expectations are exceeded. Interxion was able and willing to adapt its services to meet OM Technology's needs. That flexibility was a crucial element in getting the OM business in London up and running in record time.

Integral part of the service

Interxion's services are absolutely essential to OM Technology's ability to serve its customers. As Phil Walker says, "It is imperative that we have the right infrastructure in place – the



- equipment housing
- connectivity
- hosting and storage
- consultancy

backup and disaster recovery services – so we can serve our clients' needs and respond appropriately. It's an integral part of the service we sell and we couldn't do without it."

Responsiveness – before and after the sale

Interxion has always been very responsive to OM Technology's needs – both before commencing service and after. "Whenever there was a problem, we were able to call for help, knowing someone would be there to resolve it."

"The Interxion team has always been responsive to our needs – right from the start. They are young and aggressive, but not in a negative way. They know their business and they can quickly assess the customer's priorities. And because they understand both their own business and ours, they are always able to suggest other products or services that will help us achieve our goals"

Confidence and care

A wide range of factors goes into forging a successful relationship. While technical skills and appropriate solutions are crucial, there are also less tangible qualities that are required to create a level of trust and confidence. As Phil Walker said, "With Interxion we had the feeling that we meant something to them as a business. That we had a supportive partner in this project, not just a disinterested service provider. They really seemed to care about our success."

Strong financial backing

Interxion is a strong company with solid investors,. That fact speaks volumes to a customer, who needs the assurance that their service provider will be around for the long haul. Phil Walker said, "We looked at Interxion's investment profile. This company is expanding rapidly, with a lot of investment from major organizations. New companies like OM Technology go for companies that can demonstrate strong backing."

OM Technology is a youthful, dynamic company, which is expanding rapidly and is aggressive in the marketplace, and was attracted to these same characteristics in Interxion. "Interxion seemed to be all the things we feel we want and have. It's a company with a plan that knows where it wants to go. Their go-getter attitude is something we could embrace. The right attitude and the right values are important to us and Interxion clearly exemplifies those values and attitudes."

A solid endorsement

"I would certainly recommend Interxion to any company that has the need for speed and the need to align itself with a service provider that will respond quickly and efficiently to changing needs and market demands"

"In addition, Interxion offers some other interesting services, such as remote hands and eyes, that we may take advantage of in the future in some of our other operations."

